

Rep Order# 7895366 Ver# 1 Status New Traffic Order#

Printed: 08/07/2012 12:54 PM
EC'd Yes Last Received: 08/07/2012 11:23 AM
Showing Buylines: All Lines

1 of 5

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCCE 2012
Estimate# 2980
Buyer KRISTY MORAN
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATTERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155426/2980
Flight Dates 08/24/2012 - 08/30/2012
Hiatus Weeks
Salesperson Phone# 202-872-1155
Salesperson FAX# *KMT & C*

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	---	---	---	---	---	---	---	---
1	F	TODAY SHW2	9A-10A	:30	08/24-08/24	2	\$230.00	2
		Rating: 1.4						
2	M-TH	TODAY SHW2	9A-10A	:30	08/27-08/30	8	\$230.00	8
		Buyline Comment: 2/DAY						
5	F	RACHAEL RAY	10A-11A	:30	08/24-08/24	1	\$230.00	1
		Rating: 1.3						
7	M-TH	RACHAEL RAY	10A-11A	:30	08/27-08/30	4	\$230.00	4
		Buyline Comment: 1/DAY						
11	F	STUDIO 5	11A-12P	:30	08/24-08/24	2	\$220.00	2
		Rating: 1.1						
12	M-TH	STUDIO 5	11A-12P	:30	08/27-08/30	8	\$220.00	8
		Rating: 1.1	Buyline Comment: 2/DAY					
16	F	KSL 5 NWS-NOON<	12P-1P	:30	08/24-08/24	2	\$220.00	2
		Rating: 2.1						
17	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	08/27-08/30	8	\$220.00	8
		Buyline Comment: 2/DAY						

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Advertiser	() NRCC-NATL REPUB CONG	Product	(NRCC IE 2012	Estimate#	2980	Buyer	KRUSTY MORAN	Phone#		Fax#	
Rating: 0.9	SU	SU EDTN-LINDSY	Day	Program	---	---	---	Last Received:	08/07/2012 11:23 AM	Showing Buylines:	All Lines		
Rating: 1.1	F	DR. PHIL	Day	Program	---	---	---	Rep Firm		Spots/Week	Rate		
Rating: 1.5	M-TH	DR. PHIL	Day	Program	---	---	---	Sales Office	(WASHINGTON	-----		
Rating: 1.5	1.1	Buyline Comment: 2/DAY	Day	Program	---	---	---	Salesperson	(ALEXANDRIA, VA 22314	JAMIE ANDRUS		
Rating: 1.5	F	KSL 5 NW TDY 2	Day	Program	---	---	---	Agency C/P1P2/E	155426/2980	Salesperson Phone#	202-872-1155		
Rating: 1.5	M-TH	KSL 5 NW TDY 2	Day	Program	---	---	---	Flight Dates	08/24/2012 - 08/30/2012	Salesperson FAX#			
Rating: 1.5	1.5	Buyline Comment: 2/DAY	Day	Program	---	---	---	Hiatus Weeks		Total Spots	-----		
Rating: 1.5	F	KSL 5 NW TDY 2	Day	Program	---	---	---	Time		Spots/Week	Rate		
Rating: 1.5	M-TH	KSL 5 NW TDY 2	Day	Program	---	---	---	Len		Spots/Week	Rate		
Rating: 1.5	1.5	Buyline Comment: 2/DAY	Day	Program	---	---	---	Dates		Spots/Week	Rate		
Rating: 1.5	F	KSL 5 NW TDY 2	Day	Program	---	---	---	9A-930A	:30	08/26-08/26	1		
Rating: 1.5	M-TH	KSL 5 NW TDY 2	Day	Program	---	---	---	9A-930A	:30	08/24-08/24	2		
Rating: 1.5	1.5	Buyline Comment: 2/DAY	Day	Program	---	---	---	4P-5P	:30	08/27-08/30	8		
Rating: 1.5	F	KSL 5 NW TDY 2	Day	Program	---	---	---	4P-5P	:30	08/24-08/24	2		
Rating: 1.5	M-TH	KSL 5 NW TDY 2	Day	Program	---	---	---	6A-7A	:30	08/24-08/24	2		
Rating: 1.5	1.5	Buyline Comment: 2/DAY	Day	Program	---	---	---	6A-7A	:30	08/27-08/30	8		
Rating: 2.4	F	TODAY SHW	Day	Program	---	---	---	6A-7A	:30	08/24-08/24	2		
Rating: 2.4	M-TH	TODAY SHW	Day	Program	---	---	---	7A-8A	:30	08/24-08/24	2		
Rating: 2.4	2.4	Buyline Comment: 2/DAY	Day	Program	---	---	---	7A-8A	:30	08/27-08/30	8		
Rating: 2.1	F	TODAY SHW	Day	Program	---	---	---	7A-8A	:30	08/24-08/24	2		
Rating: 2.1	M-TH	TODAY SHW	Day	Program	---	---	---	8A-9A	:30	08/27-08/30	8		
Rating: 2.1	2.1	Buyline Comment: 2/DAY	Day	Program	---	---	---	8A-9A	:30	08/27-08/30	8		
Rating: 1.0	SU	SUN TODAY-NBC	Day	Program	---	---	---	7A-8A	:30	08/26-08/26	2		
Rating: 1.0	1.0	SUN TODAY-NBC	Day	Program	---	---	---	7A-8A	:30	08/26-08/26	2		

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Product NRCC IE 2012
Estimate# 2980
Buyer KRISTY MORAN
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATTERS LANE
ALEXANDRIA, VA 22314
Agency CP1/P2/E 155426/2980
Flight Dates 08/24/2012 - 08/30/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln Day Program

65 SA SPORTS BEAT SA
Rating: 1.6

Time Len Dates

1035P-1105P :30 08/25-08/25
1035P-1105P :30 08/25-08/25

Spots/Week Rate

1 \$425.00
1 \$425.00

66 SU SPORTS BEAT SU
Rating: 1.9

1035P-11P :30 08/25-08/26
1035P-11P :30 08/25-08/26

1 \$500.00
1 \$500.00

1
1

67 SA SPORTS BEAT SA
Rating: 0.7

630P-7P :30 08/25-08/25
630P-7P :30 08/25-08/25

1 \$100.00
1 \$100.00

1
1

68 TU AMER TALENT
Rating: 9.7

9P-10P :30 08/28-08/28
9P-10P :30 08/28-08/28

2 \$3,200.00
2 \$3,200.00

2
2

69 W REPUBLICAN CONVENTION
Rating: 4.0

7P-9P :30 08/29-08/29
7P-9P :30 08/29-08/29

1 \$2,200.00
1 \$2,200.00

1
1

70 F AMER TALENT (R)
Rating: 5.8

7P-8P :30 08/24-08/24
7P-8P :30 08/24-08/24

1 \$1,800.00
1 \$1,800.00

1
1

--REPORT TOTALS--
Report Totals: 113 / \$59,835.00

--SALES MONTHLY TOTALS--

Aug 12: 30 / \$13,355.00
Sales Totals: 113 / \$59,835.00
Station Totals: 113 / \$59,835.00
Lines not sent/recl'd/rrtn: 0 / \$0.00
--COMPETITIVE--

Market Totals \$239,340
CABL 0% KJZZ 0% KSL 25% KSTU 0% KTVK 0%
KUCW 0% KUTV 0% NSL 0% UNKN 75%

Books null

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Product NRCC IE 2012
Estimate# 2980
Buyer KRISTY MORAN
Phone#
Fax#
Demos RA35+

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815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 155/426/2980
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Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#